



# Turning Up the Volume On Tobacco Control!

Utah Department of Health's  
Tobacco Prevention and Control Program (TPCP)  
Statewide Contractor's Meeting

**Thursday January 20, 2005**

**Sheraton City Centre, Salt Lake City**  
**Registration & Breakfast 8:00am - 8:30am**  
**Sessions 8:30am - 4:30pm**

## Highlights

Exciting efforts have been made this year in all areas of tobacco prevention and control. This meeting provides an opportunity to "Turn Up the Volume" and hear about the work that's been done while thinking about new directions in tobacco control.

Our keynote speaker, Dr. Fran Butterfoss, is nationally known for her work on the *Community Coalition Action Theory* (CCAT). Her keynote will get you thinking more about why some coalitions work and others don't. Dr Butterfoss will share how the CCAT can be used to improve coalition structure, function, planning, implementation of activities, and outcomes.

The breakout sessions are sure to be outstanding! You'll see a wide variety of topics and speakers listed on the following pages. If you're coming with others from your organization, you may want to plan on attending different sessions so that you can maximize your resources.

The Idea Forum session right after lunch will be an opportunity to discuss key areas of interest to you. There are over 13 topics to choose from. TPCP staff will also provide technical assistance on evaluation issues.

Our closing speaker will be Dr Gordon Lindsay from Brigham Young University. Dr. Lindsay will update us on the latest tobacco industry strategies and remind us just how important our tobacco prevention efforts continue to be.

## Who is this Meeting For?

All TPCP-funded program staff are encouraged to attend!

## Overall Training Objectives:

As a result of this training, participants will:

- Acknowledge the critical role of local efforts in achieving statewide tobacco prevention goals
- Identify elements of the *Community Coalition Action Theory* that predict successful local planning, implementation, and community change outcomes
- Consider ways to locally apply learnings from other tobacco prevention and control efforts
- Network with fellow participants to strengthen local, regional, and statewide partnerships

## Agenda

8:00 – 8:30	Registration & Breakfast
8:30 – 9:15	Welcome, Introduction & TPCP Updates
9:15 – 10:15	Keynote Session <i>“Putting the Cart Before the Horse: Using Theory to Drive Your Coalition”</i>
10:30 – 11:30	Morning Breakout Sessions
11:30 – 12:45	Lunch
12:45 – 2:00	Idea Forums
2:15 – 3:15	Afternoon Breakout Sessions
3:30 – 4:00	Closing Remarks with Dr. Gordon Lindsay
4:00 – 4:30	Closure

## Morning Breakout Sessions - Titles & Objectives

*Recruiting, Retaining & Motivating Coalition Members (Dr Fran Butterfoss, Center for Pediatric Research- a joint program of Children's Hospital of The King's Daughters and Eastern Virginia Medical School)*

- Understand how Henig's Model of Mobilization applies to coalition recruitment
- Describe the benefits and barriers of coalition participation
- Describe 4 successful recruitment strategies
- Identify potential members from diverse sectors for recruitment
- Identify the various ways that coalition members can be involved to sustain participation
- Use the 6 Rs of Participation to retain members - Activity

*Why Do They Act That Way? Strategies for Managing Challenging Group Dynamics (Donna Duffy, RMC)*

**This session will be repeated after lunch**

- Explore the dynamics that produce difficult situations in a group
- Identify ways to create a safe environment in which difficult issues can be raised
- Practice strategies that lead to problem solving and inclusive solutions

***Your Brain on Nicotine (Dr. Glen Hanson, University of Utah)***

***This session will be repeated after lunch***

- Understand why the use of tobacco is rewarding
- Appreciate what factors make some people vulnerable to developing nicotine addiction

***Grassroots Outreach in Diverse Communities - A Panel Shares Their Stories & Experiences***

- Understand different strategies used in community-based outreach
- Appreciate diversity as a strength in communities

## **Afternoon Breakout Sessions - Titles & Objectives**

***Why Do They Act That Way? Strategies for Managing Challenging Group Dynamics (Donna Duffy, RMC)***

This session is a repeat of the morning session.

***Tips and Tools for Building Strategic Plans (Isa Kaluhikauau & Ivy Melton-Sales, Davis County Health Department)***

- Identify components of an effective strategic plan
- Gain tools to create effective plans for tobacco policy activities

***Your Brain on Nicotine (Dr. Glen Hanson, University of Utah)***

This session is a repeat of the morning session.

***Leading People, Programs and Communities Through Change (Alison Kennedy, Canyon Springs Consulting)***

- View tobacco prevention and control through the lens of change process
- Identify significant changes that are now occurring in the programs and environments in which we work
- Anticipate future changes in your programs based on listening to the experiences of other training participants
- Understand how to apply theoretical models of the change process to changes in your work environment and communities
- Identify and use tools to improve your own ability to handle the continuous changes that occur in your work
- Identify and use tools to effectively lead others through change

## Idea Forums

Idea Forums are 20-minute discussions focusing on a particular topic. Participants will have the opportunity to move to three different Idea Forums during this 75-minute session. A content expert and a facilitator will lead the discussion at each of the tables.

### **Topics**

- Outreach to Underserved Populations
- Tobacco Policy & Laws
- Working with Health Care Providers
- END Program
- Tobacco Prevention on College Campuses
- Medicaid
- Media Campaign Highlights
- Strategic Planning/Planning for Policy
- Ethnic Networks
- Quitline and Quitnet
- Tobacco Prevention in Schools
- UDART
- Gold Medal Schools

Evaluation TA will also be available during this time with TPCP staff.

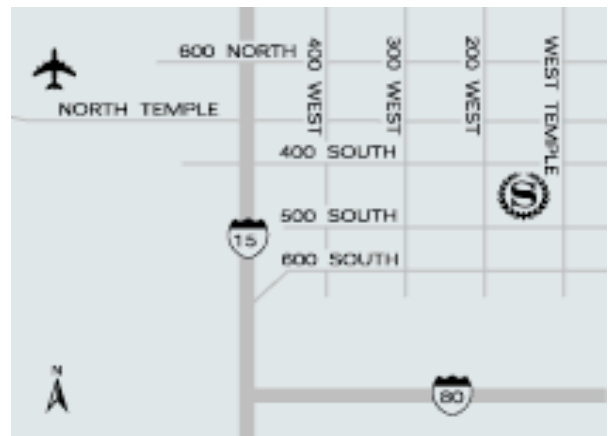
## Hotel Information

### **Sheraton City Centre**

150 West 500 South  
Salt Lake City  
(801) 401-2000

**Lodging:** A block of rooms has been reserved at the rate of \$69/night. Mention the “Tobacco Prevention Meeting” when you make your reservation. Please register early to guarantee this rate.

**Parking:** There is a \$4 parking fee per car at the hotel. Please park in the WEST and NORTH lots of the hotel only. You will be ticketed in other areas.



### Funding for this training provided by:

Utah Department of Health/Tobacco Prevention and Control Program (TPCP)

### Training coordinated by:

Rocky Mountain Center for Health Promotion and Education (RMC)



# Turning Up the Volume on Tobacco Control

Thursday January 20, 2005

8:00am - 4:30pm

Sheraton City Centre Hotel, Salt Lake City

Registration Form

Due: Wednesday January 5, 2005

To register online go to:

[www.zoomerang.com/survey.zgi?p=WEB223ZBN5DMLZ](http://www.zoomerang.com/survey.zgi?p=WEB223ZBN5DMLZ)

If you are not registering online, please fill out the following form and send it to RMC using the information at the bottom of the page.

Name: \_\_\_\_\_

Agency: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Work Phone: \_\_\_\_\_

Email: \_\_\_\_\_

How would you like your name to appear on your nametag? \_\_\_\_\_

Do you have any special dietary (or other) needs? \_\_\_\_\_

**7 CHES credits will be offered for this training.**

**Send your registration form by January 5, 2005 to:**

Paula Roseboom

Rocky Mountain Center for Health Promotion & Education

7525 10<sup>th</sup> Avenue

Lakewood, CO 80214

Phone: 1-800-251-4772 x 119

Fax: 303-239-8428

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